

MET2.PAU.02



**PATENT APPLICATION**

**UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH**

In re Application of:	)	Examiner: Johnson, Alan M.
Isaac BENTOLILA <i>et al.</i>	)	
	)	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR	)	
BEHAVIORAL MODEL CLUSTERING IN	)	
TELEVISION USAGE, TARGETED	)	
CLUSTERING, AND PREFERENCE	)	Response to the Office Action
ADVERTISING VIA MODEL PROGRAMMING	)	Dated May 1, 2006
BASED ON BEHAVIORAL MODEL CLUSTERS	)	
	)	
Application No.: 10/043,698	)	
	)	
Filed: January 9, 2002	)	
	)	

**RESPONSE TO THE OFFICE ACTION DATED MAY 1, 2006**

MS Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir/Madam:

This is a Response to the Office Action dated May 1, 2006. Reconsideration is respectfully requested in view of the following amendments and remarks.

**The Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 7 of this paper.